

Presentation Outline
2nd National Water Quality Credit Trading Conference
Pittsburgh, Pennsylvania

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- I. Introduction
 - a. Thank you for attending.
 - b. Theme of conference: Implementation at the watershed scale.
 - c. We appreciate partnership with USDA and the agricultural community.
- II. Markets are now!
 - a. Markets are being used in the environmental context with success.
 - b. Environment improvement and economic sustainability are increasingly seen as compatible goals.
 - c. Knowledge and technology are providing the tools to measure and market environmental benefits.
- III. EPA is flexible.
 - a. Next round of environmental progress will require new approaches.
 - b. Our challenges are complex, trust and understanding must be built.
 - c. Creativity and innovation are needed to address our challenges.
- IV. Engagement is important.
 - a. WQT programs happen at the local level; stakeholder involvement is a key to success.
 - b. Stakeholders include not only trading partners and state agencies, but watershed groups, environmental groups, and others interested in water quality improvement.
 - c. People care about what goes on in their back yard.
- V. Agriculture has an important role to play.
 - a. Farmers manage the land and have skills that can provide solutions.
 - b. They have a natural interest in protecting the environment.
 - c. The combined resources of USDA and EPA provide a wide range of tools, techniques and relationships.
- VI. We have an historic opportunity!
 - a. The tide is shifting away from contention and controversy to cooperation and collaboration.
 - b. The agriculture community is eager to be engaged as part of the solution.

- c. Policymakers are increasingly open to innovative, non-traditional approaches.

VII. Conclusion

- a. We're all looking for a "better way" to take the next step.
- b. We're focused on improvements, not reducing standards.
- c. We bring a conviction that collaboration and innovation give us our best chance to accelerate environmental progress.